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Total Number of Pages in This Submission

Application Number

10/757166

Filing Date

1/13/2004

First Named Inventor

Edward B. Keller

Art Unit

3694

Examiner Name

Susanna M. Meinecke Diaz

Attorney Docket Number

ENCLOSURES (Check all that apply)

<input type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> After Allowance Communication to TC
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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name	Mayer, Brown, Rowe & Maw LLP		
Signature			
Printed name	Victoria Friedman		
Date	4/26/2007	Reg. No.	58,853

CERTIFICATE OF TRANSMISSION/MAILING

I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below:

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
REVOCATION AND APPOINTMENT OF POWER OF ATTORNEY

Commissioner for Patents
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Sir:

The undersigned GfK US Holdings, Inc. a corporation organized and existing under and by virtue of the laws of Delaware, having its principal place of business at 1201 North Orange Street, Suite 781, Wilmington, Delaware 19801, hereby revokes any and all Powers of Attorney heretofore granted in connection with the patent applications identified in Schedule A attached hereto and appoints Jamison E. Lynch (Reg. No. 41,168), Victoria Friedman (58,853), Joseph A. Mahoney (Reg. No. 38,956), Lawrence S. Pope (26,791), Vera A. Nackovic (59,388), Deborah Schavey Ruff (Reg. No. 33,770) and Donald W. Rupert (Reg. No. 29,794), all of the firm of Mayer, Brown, Row & Maw LLP, customer no. 26565, located at 71 S. Wacker Drive, Chicago, Illinois 60606, as its attorneys, with full power of substitution and revocation, to prosecute each matter, to transact all business in the Patent and Trademark Office in connection therewith, to receive all documents from the Patent and Trademark Office, and the undersigned requests that all correspondence from the Patent and Trademark Office concerning these issued patents and patent applications be addressed to:

Victoria Friedman
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CUSTOMER NO. 26565

By: 

Name: Roland F. Fuerst

Title: Executive Vice President and Secretary

Date: April 25, 2007



SCHEDULE A

PATENT	APP./PATENT. NO.
SYSTEM AND METHOD FOR CORRELATING MARKET RESEARCH DATA BASED ON ATTITUDE INFORMATION	10/701580
SYSTEM AND METHOD FOR CORRELATING MARKET RESEARCH DATA BASED ON SALES REPRESENTATIVE ACTIVITY	10/701751
SYSTEM AND METHOD FOR IDENTIFYING INDIVIDUALS OF INFLUENCE	10/757166